



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Bert Glover / Recycle for London
Country/Region: UK/London
Name of nominated project developer: Catherine Bourke / Lambeth Council
Name of nominated action: The Lambeth Swish
Place: The Ritzy Cinema
Town: Brixton
Region: London
Country: UK
Website: www.lambeth.gov.uk
Nominee category: Public authority
Dates of action: 23 November
Year : 2010

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:



With the support of
the European Commission

www.ewwr.eu





4. Please give a detailed and precise description of the nominated action:

On a cold Tuesday evening in November, Lambeth Council held their first ever 'Swish' - or clothes swap party - to celebrate the European Week of Waste Reduction at the upstairs of a renovated cinema in Brixton, South London. The aim of the event was simple - to invite Londoners to bring 'unloved' items of clothes to be swapped instead of thrown in the bin.

The rules of a Swish:

Bring up to five items of clothing that you no longer want but are proud to pass on to someone else.

In exchange you will be given five tokens.

You can browse items for 10 minutes, and then the swish commences!

Exchange tokens for clothes or accessories that you want.

No scratching or biting!

(for more information on swishing visit www.swishing.com)

The Brixton event, which was one of a series of clothes swap parties co-ordinated by Recycle for London for EWWR, generated excellent media interest. BBC Radio sent a documentary maker who is making a documentary about sustainability (see picture). Recycle for London was interviewed about waste reduction in London, live on London radio. There were articles in local newspapers, fashion blogs, and online communities. The Mayor of London, Boris Johnson, supported by saying " With the Christmas party season coming up there is no excuse for not looking your best when you can pick up something new at these events. We live in a throw away society, in London alone 20 million black bin bags of clothes get dumped in landfill each year, creating greenhouse gases and harming our environment. These events are a fantastic way of recycling clothes that are in good condition and saving them from the landfill site."

So many people turned up that the start time had to be delayed, with attendees forming a long queue to take part.

Textile charity 'TRADI' provided a Sew Good workshop, where volunteers were on hand to show swishers how to customise or repair their clothes, therefore promoting reuse.

Any clothes not swapped on the day were taken away by TRADI for resale in their London charity stores, meaning there was a further social benefit for the events.

Council staff engaged the audience to talk about wider waste reduction messages.

The event was put on for minimal cost with volunteer staff and the venue agreeing to hold the event for free.

Because the event was so successful, Lambeth Council will be holding another Swish in January 2011, meaning there has been a clear legacy to the event held for EWWR. People who attended the event in November were asked to leave an e-mail address, so the council has a mailing list of interested 'swishers' to invite to future events.



With the support of
the European Commission

www.ewwr.eu





5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

60 people attended the event. (Swishing.com advised us beforehand that 30 attendees is considered a large event).

250 items of clothing and accessories were donated, which equates to 80kg. 40kg were donated to TRAIID for charity resale.

The key objective of the event was not to generate tonnage but to raise awareness of the following messages:

In London we throw away an estimated 20 million black bin bags or 100,000 tonnes of textiles each year. 95 per cent of clothes that are binned could have been re-used or recycled and textiles are particularly problematic in landfill. Synthetic, man-made fibres do not decompose, woollen garments do decompose, but in doing so they produce methane, which contributes to global warming and climate change. Swishing is a fun and free way of combating the impact of the fashion industry on the environment as well as encouraging long-term sustainable behaviour change.

We raised awareness that people can host their own swishes at home or at work.

We raised awareness of TRAIID and how easy it is to donate clothes to charity in London.

We raised awareness of the good work that Lambeth Recycling team do to divert waste from landfill.

Most of all, Lambeth Council put on a waste diversion event that was engaging, glamorous and fun for the community. It was a fresh way of approaching a serious waste issue.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

The communications campaign was delivered at no cost - and consisted of a press release and a social media campaign using e.g. Facebook to spread the word.

This event has left a strong legacy. Lambeth will help to produce a 'How to Host a Swish' guide for other councils to put on similar events and the people at the event indicated a strong interest in attending future events.

One visitor commented "I wish I'd known about this before, I want to bring all my friends next time, they will love it." This perfectly sums up the spirit of the event.

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.



With the support of
the European Commission

www.ewwr.eu



